

MARKETING

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OFFICIAL GUIDANCE

Your initial contact with school/education and youth group officials is extremely important. School officials are inundated with numerous requests and scheduling problems. Further, there may be some that, unfortunately, are distrustful of anything having the slightest connection with men and women in uniform. Every effort should be made to work within the local system. It is essential that requests for CDF presentations are made through appropriate official school/education systems or youth group organizational channels and that the CDF presentations are officially sanctioned.

Echelon Five Commanders and Unit Commanding Officers should make the presentation availability known through community outreach programs and by direct liaison with school boards, parent/teacher associations, school principals and/or individual school drug counselors through the CDF coordinator. Community groups such as the Navy League, American Legion, etc., can also be of assistance.

In dealing with school/education officials, it must be clear from the beginning that CDF presentations are designed to supplement any established local program including those involving other federal agencies (Drug Enforcement Administration, Justice Department), state agencies, other service reserve components (National Guard), local law enforcement and/or education organizations.

SCHOOL BOARDS/ADMINISTRATIONS

One of the ways you can sell the CDF program is by making direct contact with the Superintendent's office. Don't be surprised if you are asked to speak with a person called the "Curriculum Developer" or "Health Education Administrator" or someone with a title similar to that. You might even be asked to make the CDF presentation to a curriculum committee. In other words, be prepared to be flexible. Whoever you pitch the program to, you'll want to emphasize this program is a booster program, not intended to replace anything they already have in place. As an administrator, they'll understand that kind of lingo. You also might be asked to leave your materials (scripts and videos) for review and quite some time might pass before you hear back from them. Don't be discouraged if this process doesn't happen very quickly. It might take three or four tries to even get in and see the official you need to see. The key here is to be gently persistent and figure out whose door you need to get into to get the program sold.

One of the advantages of using this approach is the help you'll get in getting the CDF program accepted school district wide. You can also ask for help with centralized scheduling. You won't have to do as much cold-calling on individual school principals and counselors to get into schools to do presentations.

INDIVIDUAL SCHOOLS

You can also try to sell the program to individual teachers, principals, and counselors. Again, you will want to emphasize the simplicity of CDF and how it is not designed to replace, but to accent existing programs. Once again, be prepared to leave your materials (scripts and videos) for them to review. You'll probably hear words like, "we have to run this by our

curriculum committee". It's a precaution most schools take. With the increase in liability school administrators face, they are very wary of any programs brought in. On the positive side, though, school principals have much more say in what programs that are presented to their students than they used to and can give permission for the CDF program on the spot if they want. Don't be surprised if the school only wants to show the program to a certain group or grade.

They might just return your material and say "no thanks". In that case, move on to the next school and try again later. It's up to you and your presenters to use any and all methods to get the program accepted and sold. Your presenters will have kids in the school system, your neighbor might be a teacher, whatever contacts you can make will be helpful.

The positive aspect of selling to individual school administrators is that you will probably be able to get your program started more quickly. The drawback of this approach is that you will have to make personal contact with each school you want to give presentations in.

COMMUNITY GROUPS

Another audience for your CDF program will be neighborhood community groups. Boy Scouts, Girl Scouts, Boys and Girls Clubs are all good places to start giving CDF presentations right away.

SUSTAINING YOUR PROGRAM

The following are keys to keep your CDF program consistent and sustainable: .

Presentation Consistency

One of the most obvious ways to keep your program consistent is to make sure presentations are all the same. The way to do this is to ensure your volunteers are following the outline of the CDF script. It doesn't mean that volunteers won't be allowed to use their own particular presentation styles. It does mean that presentations will not deviate from area to area or volunteer to volunteer. The way to ensure that presentations are consistent starts with volunteer training and continues with you, as the coordinator, viewing presentations on a regular basis to maintain quality control.

Reliability

The fastest way to destroy your CDF program's credibility is to make a commitment that you cancel at the last minute or don't show up to. Make sure all speaking engagements are met.

Follow-Up Correspondence

After a presentation is given, make sure you send a follow-up thank you note. After the first year's worth of presentations, you'll probably have to keep reminding school officials that you and your program are still available. The way to do that is to send a letter stating you and your volunteers are available prior to the start of each school year.



DEPARTMENT OF THE NAVY

OFFICE OF THE SECRETARY

WASHINGTON, D.C. 20350-1000

13 NOV 1992

Dear School Administrator:

We realize that one of the most serious problems facing our nation today is substance abuse and the use of illegal drugs. It is a problem that is not confined to any geographical area or social strata but affects all of American society negatively in one way or another.

Because we are committed to ending drug abuse in America and determined to assist in reducing demand for drugs where possible, the Department of the Navy is sponsoring "Campaign Drug Free." The Campaign Drug Free program consists of presentations aimed at elementary, intermediate and high school students. These three different presentations were designed with the help of educators from across the country to supplement anti-drug programs available in state and local school systems as well as those presented by law enforcement agencies. Presented by volunteer members of the Naval and Marine Corps Reserve from your local area, they reinforce the message to our children that, "You don't need drugs to be happy, successful, or accepted by others."

The Campaign Drug Free program presentations are free, carry no obligation, and can be tailored to meet particular needs. If you would like more information, please contact the individual on the enclosed card.

Sincerely,

DANIEL R. HEIMBACH, Ph.D.
Deputy Assistant Secretary of the Navy
(Manpower)



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
WASHINGTON, DC 20350-2000

IN REPLY REFER TO

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Ser N952G/3U566162

29 SEP 1993

Dear School Administrator:

We all realize that one of the most serious problems facing our nation today is substance abuse. It is a problem that is not confined to any geographic area or economic class. However, it does adversely affect every segment of American society.

The Naval Reserve has made combatting drug abuse a priority. With other agencies and services, we are helping to interdict the flow of illicit drugs into the country and we have enforced zero tolerance of drug use within the service. Now, we are attacking the demand side of the substance abuse equation.

Because we are committed to ending drug abuse in America and are determined to be involved in all aspects of this fight, the Naval Reserve, in conjunction with the Marine Corps Reserve and Coast Guard Reserve, is sponsoring "Campaign Drug Free." The focus of Campaign Drug Free is a presentation designed to supplement existing anti-drug courses in elementary, middle and high schools, as well as local law enforcement drug prevention programs.

Designed in consultation with educators from across the country, presentations have been successfully conducted from coast to coast to thousands of schools aged children. The presenters are uniformed, volunteer members of your local military Reserve who deliver the message, "If you want to be successful, don't use drugs." A Campaign Drug Free presentation is free, carries no obligation and can be tailored to meet particular needs.

I hope you will have the time to discuss this program with a member of your community Naval, Marine Corps or Coast Guard Reserve when he or she comes to call on you.

Sincerely,

T. F. Hall

T. F. HALL
Rear Admiral, U.S. Navy
Director of Naval Reserve